

LIBRARY PLAN OF SERVICE

Richmond Branch Library
San Francisco Public Library



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Revised and Expanded

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SAN FRANCISCO PUBLIC LIBRARY

RICHMOND BRANCH LIBRARY

LIBRARY PLAN OF SERVICE

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EXECUTIVE SUMMARY

The *Library Plan of Service* for the Richmond Branch Library directly responds to the library service needs of the community, as identified through the *Richmond Branch Library Community Library Needs Assessment*. The goals and objectives in this *Library Plan of Service* have been developed in response to those needs. The ultimate outcome is to insure that the San Francisco Public Library is appropriately allocating and using resources in a manner that responds to the needs of the Richmond community. Additionally, the *Library Plan of Service* provides a road map to the future as the needs of residents are modified over time.

The branch library as it currently exists cannot provide the full array of library services the residents of Richmond want and deserve. The new Richmond Branch Library will be positioned to be a vibrant learning center for the community, a place for all residents of the community to come together, share, explore, dream, learn, relax and grow. The Richmond Branch Library is prepared to take a leadership role and work with the community to reach for success and improvement of the quality of life for the Richmond neighborhood.

Mission, Goals and Objectives

It is incumbent on the San Francisco Public Library to continuously improve and reach to fulfill the Library's mission. The goals and objectives stated in the *San Francisco Public Library Strategic Plan 2003-2006*¹ outline the process towards fulfillment of that mission. Similarly, the goals and objectives presented in this document must, at the local level of the Richmond Branch Library, be relevant, attainable and correlate to the Library's system-wide *Strategic Plan 2003-2006*. Continuity and consistency in plans, goals and objectives is required if the Library is to reach success with the limited resources available.

Library Services to be Provided

An analysis of demographics, information gathered from various community surveys and input opportunities, and themes from the *David Binder Research Study*² resulted in the identification of the following library service needs for the Richmond community:

- Establish the Library as Community Focal Point
- Expand Services to Students
- Create a Teen Space
- Expand Access to Technology
- Increase Collections
- Welcome Seniors

Library service responses stated in the *Strategic Plan 2003-2006* that relate to and reflect the library service needs identified through the Community Needs Assessment for Richmond are:

General Information

A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school and personal life.

Lifelong Learning

A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities.

¹ Approved by the San Francisco Public Library Commission on October 2, 2003 and included as Appendix A

² Study is included as Appendix B.

Current Topics and Titles

A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying reading experiences.

Correlating to these library service responses will be the following Library Plan of Service activities and services for the new Richmond Branch Library:

- Engaging children and teens in the love of reading by creating lively spaces for them, including refocusing collection development and display efforts;
- Increasing the number and focus on new books and audiovisual collections and using display concepts for these materials;
- Increasing the number of computers available in the main area of the library, as well as providing technology access in the Program Room;
- Engaging the community to facilitate the understanding of what types of library services are available to all residents, regardless of age, cultural heritage, ethnicity, religion, gender, sexual orientation, or language spoken in the home;
- Expanding programming in the library to reflect the diversity of the community and assist in making the library a gathering place – a place where all are welcome;
- Acquiring library materials and initiating programming that responds to the full range of diversity and languages represented in the community;
- Enhancing collections available for Russian language and Chinese language residents;
- Developing partnerships with community groups, educational institutions and businesses with a focus on cooperative programming, including funding and volunteerism;
- Focusing resources on homework help and tutoring;
- Making the Study Rooms readily available for use by students;
- Providing training opportunities and classes on the use of technology for research, homework help, career preparation and the basics of word processing; and
- Preparing for life success through development and maintenance of appropriate collections and formats of materials for children and youth.

Technology

San Francisco Public Library continues to explore adapting library services to technology, and technology to library services. The use of technology for the Richmond Branch Library will maximize library service opportunities, bringing the library into the 21st century.

The San Francisco Public Library migrated to Innovative Interfaces *Millennium* product in summer 2003. This web-based integrated library system, which is available in English, Spanish and Chinese, has facilitated intuitive use of the system by library customers, including online free reserves and renewals. Additionally, the Library has begun an aggressive program to expand the use of Express Checkout machines and other self-service processes, such as self-service pick-up of reserves and self-sorting of materials for returns. In the fall of 2002, the Library implemented an online reservation system for all public workstations in the library system, which allows library users to reserve a workstation for either word processing or Internet access from home, office, school or within any library facility. The Library provides online access to over 70 reference databases and magazine and newspaper indexes. Tutor.com, an online homework help service, is available in all of the library system's existing facilities. The Library is exploring the use of wireless technology, as well as RFID, as detailed in the *San Francisco Public Library Strategic Plan 2003-2006*.

MISSION STATEMENT

The San Francisco Public Library is dedicated to free and equal access to information, knowledge, independent learning, and the joys of reading for our diverse community.

GOALS AND OBJECTIVES

A. Introduction to Library Service Responses, Goals and Objectives

The identified library service needs of residents in the Richmond community have been blended with the overall goals of the San Francisco Public Library's *Strategic Plan 2003 – 2006*. The analysis of Richmond's library service needs has been tailored so that the Richmond Branch Library goals and objectives correlate to the strategic plan, yet the goals and objectives are well-defined library service needs relevant to the Richmond community. The key services identified in the narrative below mirror the needs expressed by Richmond residents. By focusing on these needs, the San Francisco Public Library will be able to more completely provide the full array of library services residents want and deserve.

An analysis of demographics, information gathered from the various community input opportunities, and themes from the David Binder Research Study resulted in identification of the following library service needs for the Richmond community:

- Establish the Library as Community Focal Point
- Expand Services to Students
- Create a Teen Space
- Expand Access to Technology
- Increase Collections
- Welcome Seniors

Establish the Library as Community Focal Point

The branch library is centrally located in the community and is highly visible. Residents would like to see the library become a larger focal point for the community, a place for residents of all ages to come together as community. Community members see the Richmond Branch Library as a defining element of the community. They identified the need to strengthen the role of the branch library as a civic and community institution by providing a library and community program room and a specific space for more local community information, both of which will expand the branch library's ability to serve as a community gathering place. In addition, the green space surrounding the branch library, the landscaping and the children's play area are very important to the community.

Incorporated in this concept is a place for teens to gather in a safe and nurturing environment. The community expressed interest in having the branch library provide more programs and services for youth in general. To help fulfill this goal, the community would like more space dedicated to the needs of children and youth. The concentration on children and youth, however, must be balanced with the community's request to also have a more clear focus on seniors.

In order for the concept of the 'Library as Place' to be realized, the community needs more seating and more comfortable seating. This includes places to sit, read and study.

Programs aimed at both parents and children, thus focusing on the family as a unit, would help meet un-fulfilled needs not provided for elsewhere in the community. This includes homework help and tutoring.

Expand Services to Students

Residents have a strong desire for a children's area that serves as a "destination space" where parents and caregivers can bring children to spend time attending programs, browsing and engaging in activities at the library. Library users asked for more variety in activities for children such as reading groups and homework help, more variety in the spaces available such as informal seating and an adequate program room as well as opening the children's area of the branch library the same hours as the adult area.

Incorporated in this concept is a place for teens and at-risk youth to gather in a safe and nurturing environment. The community expressed interest in having the Library provide more programs and services for youth in general. To help fulfill this goal, the community would like more space dedicated to the needs of children and youth. The concentration on children and youth, however, must be balanced with the community's request to also have a more clear focus on seniors. The restored, renovated and expanded branch library will have designated spaces for pre-school and school-age children, teens and adults as well as structured activities in the Program Room. Two Study Rooms, each seating up to four at a table, will be available in the branch library for use by students, or the general public, for group study and discussion, or simply a quiet place for independent study. The community's desire for designated space for quiet reading and studying as well as program space for more noisy activities has been strongly considered in the development of the building and its services.

Create a Teen Space

Another important component of the expansion of youth services is the creation of a specific teen area. Teens want an informal, teen centric place to call their own where they can have popular reading and audiovisual materials, use computers, meet their friends and study. Teens in the focus groups talked about the need for a "safe" place.

Expand Access to Technology

The community focused on the need for additional computers for children and teens, to enable them to be successful in their educational programs and preparation for life success. Access to technology includes not only more computers, but high speed connectivity, specialized databases, and training and other assistance in using these resources as well. For some, the Library provides the only access to computers. For others, the Library is expected to provide access because the computer is now a tool used by all ages for school, work and personal purposes. The specialized databases and access to full-text magazine articles are technology-based resources that most would not find available except at the branch library.

The needs assessment revealed the need for more computers and for training in how to use various search tools, databases and programs. Although the majority of the 748 library users surveyed in November 2001 reported that they had computers (72%) and access to the Internet (60%) at home, over one-third used the library's computers and half of those connected to the Internet.

Increase Collections

Library users expressed a desire for an increased collection including more materials in Chinese and Russian and expanded collections in non-book formats.

Welcome Seniors

Meet the needs of the senior population by providing better physical access to the building, comfortable, appropriate seating and better display of materials of interest to them.

Library Plan of Service activities for the Richmond Branch Library will focus on:

- Engaging children and teens in the love of reading by creating lively spaces for them, including refocusing collection development and display efforts;
- Increasing the number and focus on new books and audiovisual collections and using display concepts for these materials;
- Increasing the number of computers available in the main area of the library, as well as providing technology access in the Program Room;
- Engaging the community to facilitate the understanding of what types of library services are available to all residents, regardless of age, cultural heritage, ethnicity, religion, gender, sexual orientation, or language spoken in the home;
- Expanding programming in the library to reflect the diversity of the community and assist in making the library a gathering place – a place where all are welcome;
- Acquiring library materials and initiating programming that responds to the full range of diversity and languages represented in the community;
- Enhancing collections available for Russian language and Chinese language residents;
- Developing partnerships with community groups, educational institutions and businesses with a focus on cooperative programming, including funding and volunteerism;
- Focusing resources on homework help and tutoring;
- Making the Study Rooms readily available for use by students;
- Providing training opportunities and classes on the use of technology for research, homework help, career preparation and the basics of word processing; and
- Preparing for life success through development and maintenance of appropriate collections and formats of materials for children and youth.

B. Goals, Objectives, Activities and Service Indicators

The Library's strategic planning process, which involved community members and library staff, identified three service responses on which to focus resources during the next three years and community-specific goals that best meet the overall needs of the San Francisco community. The service responses, including a definition from *New Planning for Results*, and the corresponding Library goals are summarized here for quick reference:

- *General Information* – A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

Goal 1: San Franciscans will have access to books, literature, research, and other library materials in a variety of formats to meet their need for information and will have questions answered on a broad array of topics related to work, school, social, civic and personal life.

- *Lifelong Learning* – A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities.

Goal 2: San Franciscans will have access to library services that address the need for effective skills relating to finding, evaluating, and using information in a variety of formats.

Goal 3: San Franciscans who have a desire to grow and learn throughout their lives will have the support they need to fulfill their goals.

- *Current Topics and Titles* – A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying reading experiences.

Goal 4: San Franciscans will have ready access to current books and library materials in a variety of formats to meet their need for literature and for information about popular culture and social trends.

Goal 5: San Franciscans will have access and opportunity to experience the diverse cultural activities the City embodies.

The Richmond Branch Library Plan of Service is a synthesis of the service needs identified by the community through the *Richmond Branch Library Community Library Needs Assessment* and the goals, objectives and activities included in *San Francisco Public Library Strategic Plan 2003–2006*. Here we see how the goals, objectives, activities and service indicators included in the Library's system-wide strategic plan are articulated to meet the specific service needs of the Richmond Branch Library. Although a significant amount of energy and work will be required over time to fulfill these goals and objectives, through development of partnerships, collaboration, use of volunteers and external funding, the implementation of this plan will enhance the Library's ability to meet the service needs identified by the community.

LIBRARY SERVICE RESPONSE FOR THE RICHMOND BRANCH LIBRARY: GENERAL INFORMATION

A library that offers **General Information** helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

Richmond Branch Library Goal 1:

Residents of Richmond will have access to books, literature, research, and other library materials in a variety of formats to meet their need for information and will have questions answered on a broad array of topics related to work, school, social, civic and personal life.

Objectives

- Collect books and library materials in a variety of formats, relevant to the Richmond community, reflecting the history, linguistic diversity, and cultural mosaic of the neighborhood.
- Remain a state-of-the-art information center providing timely and up-to-date books and materials in the format preferred by the individuals using the branch library.
- Increase access to library resources in languages other than English, in print and audiovisual formats, as well as via technology (electronic resources and web-based resources), particularly in Chinese.
- Enhance teen services by creating unique a physical space and service program in the branch library.
- Design environments that encourage a positive physical experience to browse, sit, read and study.
- Improve access to information by developing and maintaining a robust technological environment.
- Provide remote access to library services including information resources and materials so residents may use the branch library's resources from their home, school or office anytime day or night.
- Enhance outreach services to schools, preschools and day care centers served by the branch library to encourage reading and love of learning in children.

Activities

- Create a branch community profile, incorporating demographic data and reflective of its unique characteristics. Use the profile to continuously build the branch library collection, so that materials in needed languages and formats can be acquired and adjusted as the community changes. Implement in 2004-2005.
- Demonstrate that 75% of users agree that collections are meeting the unique needs of the neighborhood, measured by an annual user satisfaction survey.

- Analyze circulation annually to detect trends, usage patterns, turnover rates etc.
 - Increase circulation by 7% each year for the next five years.
 - Increase turnover rate from the current 4 per year to 8 per year by 2006.
- Increase the number of current titles and the number of copies of titles in the browsing and popular materials collections so that 80% of browsers find something on the shelf that they like, measured by an annual user satisfaction survey.
- Allocate 15% of the Richmond books and materials collection budget for books and library materials in languages other than English.
- Focus on popular materials in English, Chinese, and Russian, in print and non-book formats in the Teen Area.
- Provide computers with access to the Internet and software of interest to teens in the Teen Area.
- Provide a Program Room for tutoring, homework assistance, computer instruction, and open lab computer use in the restored, renovated and expanded Richmond Branch Library.
- Demonstrate that 85% of library users surveyed will indicate that the branch library provides space conducive to the purposes they had in mind when they visited (study, reading, using computer, working on school projects, etc.).
- Increase the number of public access computers from eight to 21 at the expanded Richmond Branch Library. Provide an additional 20 laptops, during certain times, in the Program Room.
- Provide additional access through laptops available in the Program Room at designated training and open lab use times.
- Provide access to students in the Richmond neighborhood to online databases and homework support resources such as Tutor.com from their home or school by 2005.
- Work with local schools to inform students and faculty of the electronic resources (databases, web and Tutor.com) available at the branch library and how to use them through quarterly newsletters to the schools and monthly trainings.
- Actively promote use of the Richmond Branch Library and its resources to parents through meetings (at schools and community gatherings), verbally, and through the distribution of printed information about the branch library and its programs and services.

Service Indicators

- Satisfaction survey results
- Number of users of Program Room
- Number of users of Tutor.com
- Number of users trained monthly
- Number of community meetings and/or school meetings conducted by branch library staff

How General Information Addresses Community Needs Assessment

Key activities and services that were identified in the Community Needs Assessments that are included in the General Information service response, Goal 1, are:

- Library materials and programming that responds to the full range of diversity and languages represented in the community;
- Increasing the number of computers in the Richmond Branch Library, as well as providing additional access in the Program Room;
- Enhancing collections available for Chinese language and Russian language residents; and
- Engaging children and teens in the love of reading by creating lively spaces for them, including refocusing collection development and display efforts.

LIBRARY SERVICE RESPONSE FOR THE RICHMOND BRANCH LIBRARY: LIFELONG LEARNING

A library that provides **Lifelong Learning** service helps address the desire for self-directed personal growth and development opportunities.

Richmond Branch Library Goal 2:

Residents of Richmond will have access to library services that address the need for effective skills relating to finding evaluating, and using information in a variety of formats.

Objectives

- Support the individual learning experience by developing and maintaining an extensive collection of books and library materials in a variety of formats on a wide array of topics in an easily accessible manner.
- Provide learning opportunities for Richmond students, educators, and parents and other users to learn how to use the library's catalog, databases, Internet resources, and to develop their computer skills.
- Support and encourage student school success through on-going homework support.

Activities

- Create a branch community profile, incorporating demographic data and reflective of its unique characteristics. Use the profile to continuously build the branch library collection, so that materials in needed languages and formats can be acquired and adjusted as the community changes. Implement in 2004-2005.
- Analyze circulation annually to detect trends, usage patterns, turnover rates etc.
 - Increase circulation by 7% each year for the next five years.
 - Increase turnover rate from the current 4 per year to 8 per year by 2006.
- Allocate 15% of the Richmond books and materials collection budget for books and library materials in languages other than English.
- Provide two focused training opportunities to support the development of technology skills in students, educators, and parents each year. Demonstrate that 85% of attendees at training sessions will indicate that the training met their needs.
- Create learning opportunities for educators and students to incorporate comprehensive instruction on using library resources, including books and materials, and in all formats.
- Partner with local schools to develop cooperative programs and services, including library card registration, visits to classes by librarians and classes visiting the branch library.
- Provide access to online homework assistance through Tutor.com or a similar program on a year to year basis, dependent upon annual evaluation and use.

Service Indicators

- Number of new library cards issued to Richmond residents and students
- Number of classes offered by focus, i.e. use of databases, use of homework assistance, etc.
- Number of participants in focused classes by type
- Statistics on circulation and budget expenditures

How Lifelong Learning Addresses Community Needs Assessment

Key activities and services that were identified in the Community Needs Assessment that are included in the Lifelong Learning service response, Goal 2, are:

- Preparation for life success through development and maintenance of appropriate collections and formats of materials for children and youth; and
- Training opportunities and classes on the use of technology for research, homework help, career preparation and the basics of word processing.

LIBRARY SERVICE RESPONSE FOR THE RICHMOND BRANCH LIBRARY: LIFELONG LEARNING

A library that provides **Lifelong Learning** service helps address the desire for self-directed personal growth and development opportunities.

Richmond Branch Library Goal 3:

Residents of Richmond who have a desire to grow and learn throughout their lives will have the support they need to fulfill their goals.

Objectives

- Create reading areas and/or study areas to increase the usability and comfort of the Richmond Branch Library.
- Improve collaboration and communication with educational institutions and preschools to position children and teens for school and life success.
- Expand library outreach programs with San Francisco Unified School District to incorporate new partnerships in learning and reading among the youth in the City.
- Expand adult and senior programs so that the Richmond Branch Library becomes more involved in the life of the community.
- Develop and deliver programs and services for Richmond residents for whom English is not their native language.

Activities

- Use Program Room flexibly to provide one-on-one tutoring, group study space, homework assistance, and computer training and open computer lab time.
- Make the two Study Rooms easily accessible for students to use to do homework, for tutoring, for quiet independent research and for group discussions.
- Demonstrate that 85% of library users surveyed indicate that the branch library provides space conducive to the purposes they had in mind when they visited (study, reading, using computer, working on school projects, etc.).
- Promote extensively the Library's one-on-one tutoring and small group instruction to adults who need help with their reading and writing skills through *Project Read* (the Library's adult literacy service) via quarterly print and media advertising.
- Expand in-library programs and events such as book talks, book groups, story hours, literacy training and job fairs to increase personal learning and growth opportunities for library users.
- Demonstrate that 75% of program attendees will rate programs as good/very good on evaluation forms.

Service Indicators

- Satisfaction survey results
- Number of librarian visits to schools
- Number of participants attending library programs
- Number of Richmond residents participating through *Project Read* programs
- Number of brochures, training guides and programs offered in Chinese, Russian and other languages

How Lifelong Learning Addresses Community Needs Assessment

Key activities and services that were identified in the Community Needs Assessment that are included in the Lifelong Learning service response, Goal 3, are:

- Enhanced programming for children and youth; and
- Developing partnerships with community groups, educational institutions and businesses with a focus on cooperative programming, including funding and volunteerism.

LIBRARY SERVICE RESPONSE FOR THE RICHMOND BRANCH LIBRARY: CURRENT TOPICS AND TITLES

A library that provides **Current Topics and Titles** helps to fulfill community residents' appetite for literature and information about popular cultural and social trends and their desire for satisfying reading experiences.

Richmond Branch Library Goal 4:

Richmond residents will have ready access to current books and library materials in a variety of formats to meet their need for literature and for information about popular culture and social trends.

Objectives

- Insure availability of books and library materials in an array of formats and languages (particularly Chinese and Russian) that are requested and needed by Richmond residents.
- Respond to expressed demand for easily available books and library materials on current topics and titles.

Activities

- Collect input annually on desired collections and services from neighborhood residents, including students from local schools, their faculty and parents.
- Evaluate the use of selected collections annually, in order to fine tune collection needs, adjusting funding assigned to specific collections as appropriate.
- Contact school faculty at the beginning of each school year to determine curricular emphases so that the branch library collection can be strengthened to support those areas that students will be studying.
- Increase the number of current titles and number of copies of titles in the browsing and popular materials collections so that 80% of browsers find something on the shelf that they like, measured by an annual user satisfaction survey.
- Demonstrate that 75% of users agree that collections are meeting the unique needs of the neighborhood, measured by an annual user satisfaction survey.
- Establish self-service pick-up of reserves and self-sorting of materials for returns in the restored, renovated and expanded Richmond Branch Library.
- Expand options for notifications for reserves to include telephone notification as well as current options of telephone or email by June 2004.
- Assist users in fulfilling their individual needs by developing a *My Library* service for customized library services by September 2004.

Service Indicators

- Satisfaction survey results
- Statistics on circulation in specific collections
- Collection survey responses by users
- Number of Richmond users creating “My Library” page
- Number of Richmond users of telephone notification service
- Percent of materials at branch library in Chinese and Russian

How Current Topics and Titles Addresses Community Needs Assessment

Key activities and services that were identified in the Community Needs Assessment that are included in the Lifelong Learning service response, Goal 4, are:

- Library materials and programming that respond to the full range of diversity and languages represented in the community; and
- Enhancing collections available for Chinese language and Russian language residents.

LIBRARY SERVICE RESPONSE FOR THE RICHMOND BRANCH LIBRARY: CURRENT TOPICS AND TITLES

A library that provides **Current Topics and Titles** helps to fulfill community residents' appetite for literature and information about popular cultural and social trends and their desire for satisfying reading experiences.

Richmond Branch Library Goal 5:

Richmond residents will have access to information and the opportunity to experience through Library services the benefits of the diverse cultural activities their neighborhood and city embodies.

Objectives

- Continue to enhance programs that support the branch library's role as a clearinghouse for cultural, educational programs, events and exhibitions in the Richmond neighborhood.
- Encourage a life-long love of reading.

Activities

- Partner with community, arts, educational, corporate, and cultural institutions in the Richmond community. Enhance the information and referral services provided by the Richmond Branch Library about these agencies.
- Increase representation at street fairs, school events, and other community events to encourage neighborhood involvement and to promote library services throughout the year.
- Visit each childcare center, preschool, and community center that cares for children once each year, beginning in 2006-2007 to introduce young children to the world of reading and to foster a life-long love of reading.
- Staff of the child care centers, preschools, etc., rate programs and services as good/very good on an annual satisfaction survey.

Service Indicators

- Satisfaction survey results
- Number of visits to childcare, preschool and community centers by branch library staff
- Number of street fairs, school and community events attended by branch library staff
- Number of branch library staff contacts with Richmond community organizations

How Current Topics and Titles Addresses Community Needs Assessment

Key activities and services that were identified in the Community Needs Assessment that are included in the Current Topics and Titles service response, Goal 5, are:

- Developing partnerships with community groups, educational institutions and businesses with a focus on cooperative programming, including funding and volunteerism; and
- Engaging the community to facilitate the understanding of what types of library services are available to all residents, regardless of age, cultural heritage, ethnicity, religion, gender, sexual orientation or language spoken at home.

TYPES OF SERVICES OFFERED AND IMPLEMENTATION PLAN

A. Hours of Public Service

The Richmond Branch Library is currently open seven days each week with the following public service schedule:

First Floor – Children’s Room

Monday	10:00 – 6:00
Tuesday	10:00 – 9:00
Wednesday	10:00 – 9:00
Thursday	1:00 – 9:00
Friday	1:00 – 6:00
Saturday	10:00 – 6:00
Sunday	1:00 – 5:00

Second Floor – Adult Room

Monday	10:00 – 6:00
Tuesday	10:00 – 8:00
Wednesday	10:00 – 8:00
Thursday	1:00 – 6:00.
Friday	1:00 – 6:00
Saturday	10:00 – 6:00
Sunday	1:00 – 5:00

Currently, the second floor of the Richmond Branch Library is open 55 hours per week, however the first floor where the Children’s Room is housed, is only open 50 hours per week. The hours of service for branch libraries will be assessed and addressed in 2004 as part of the Library’s obligation incorporated into Proposition E, which established the Library Preservation Fund that supports Library operations. The Library anticipates the public input process to evaluate service hours to be completed at the end of summer 2004.

Implementation Plan

It is highly likely that the community will expect and request that all areas of the expanded and renovated branch library will be open the same hours per week, regardless of floor or function. The renovated and expanded Richmond Branch Library is scheduled to open in February 2008. It is the Library’s goal to operate the branch library seven days per week with all services available the same hours.

Most programming activities will occur during open hours; however the branch library is designed so groups can use the program room after the library is closed.

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
18 months	Branch Library Improvement Program Executive Committee determines master timeline of activities for branch opening including furniture, fixtures and equipment (FFE) procurement, punch list and moving schedule, development of public open hours schedule and technology/connectivity tasks.
12 months	Public Affairs Director and Public Information Officer develop media campaign to advertise hours, programs and services of new branch library.
8 months	Public Information Officer works with branch manager to finalize specifics of media campaign.
4 months	Plan opening day celebration in conjunction with Friends of the Library, who are conducting a capital campaign to raise funds for FFE.
1-4 months	Media campaign launched.

B. Staffing

As an outcome of Richmond's *Library Community Needs Assessment*, a key focus will be placed on services to children and youth. The Library has determined that a new, half-time Teen Librarian will be placed at the branch library to facilitate meeting the needs of the community. Additionally, the San Francisco Public Library has, over the past few years, launched a new city-wide focus on the provision of services to teens and youth-at-risk. This includes the addition of new Teen Librarian positions over time that are placed strategically to serve geographic service areas. Therefore, the Richmond Branch Library will benefit from a regional Teen Librarian as well as the .5 Teen Librarian specifically assigned to the Richmond Branch Library.

Long-standing negotiated agreements between the City and the labor union require that all full time staff must be scheduled for two consecutive days off in a row. This, and the need to have staff members throughout the Library system fill in at other locations when necessary, presents challenging complexities that must be added to the mix of staffing every week.

Listed below are staff at Richmond Branch Library by classification at point of reopening following renovation. Total staffing will be 17 FTE.

Classification	Title	Full Time Equivalency
3602	Library Page	Part Time, 15 hrs/wk (0.375 FTE)
3602	Library Page	Part Time, 15 hrs/wk (0.375 FTE)
3602	Library Page	Part Time, 15 hrs/wk (0.375 FTE)
3602	Library Page	Part Time, 15 hrs/wk (0.375 FTE)
3602	Library Page	Part Time, 15 hrs/wk (0.375 FTE)
3602	Library Page	Part Time, 15 hrs/wk (0.375 FTE)
3602	Library Page	Part Time, 15 hrs/wk (0.375 FTE)
3602	Library Page	Part Time, 18 hrs/wk (0.45 FTE)
3602	Library Page	Part Time, 19 hrs/wk (0.475 FTE)
3602	Library Page	Part Time, 19 hrs/wk (0.475 FTE)
3610	Library Assistant	Full Time, 40 hrs/wk (1 FTE)
3610	Library Assistant	Part Time, 20 hrs/wk (0.5 FTE)
3610	Library Assistant	Part Time, 20 hrs/wk (0.5 FTE)
3610	Library Assistant	Part Time, 20 hrs/wk (0.5 FTE)
3610	Library Assistant	Part Time, 20 hrs/wk (0.5 FTE)
3616	Library Technician I	Full Time, 40 hrs/wk (1 FTE)
3618	Library Technician II	Full Time, 40 hrs/wk (1 FTE)
3630	Librarian (Children's)	Part Time, 20 hrs/wk (0.5 FTE)
3630	Librarian (Children's)	Full Time, 40 hrs/wk (1 FTE)
3632	Librarian II (Children's)	Full Time, 40 hrs/wk (1 FTE)
3630	Librarian (Teen Services)	Part Time, 20 hrs/wk (0.5 FTE)
3630	Librarian (Adult Services)	Part Time, 20 hrs/wk (0.5 FTE)
3630	Librarian (Adult Services, English/Russian Bilingual))	Full Time, 40 hrs/wk (1 FTE)
3630	Librarian (Adult Services, English/Chinese Bilingual)	Full Time, 40 hrs/wk (1 FTE)
3632	Librarian II (Adult Services)	Full Time, 40 hrs/wk (1 FTE)
3634	Librarian III (Branch Manager)	Full Time, 40 hrs/wk (1 FTE)

Implementation Plan

The Library will be staffed during all open hours; and staff will be available to assist users with circulation, information and technological needs.

Staff functions are divided into several makeshift sections of the main reading room: An archaic circulation desk; a standard desk serving as a reference desk; a small staff work room that is totally overcrowded and inadequate; and a section of the main reading room crudely carved out for back-of-house duties and functions.

On the lower level, the present configuration of staff work areas in the children's room are haphazardly placed, based upon where electrical capacity exists, rather than on efficiency, customer service or function. At the circulation area, a series of pieces of functionally mismatched furniture has been cobbled together to form a dysfunctional public and staff service area. The two children's librarian's desks are floating in what should be public space. They are each next to a different column that provides electrical and computer power, not because it is the correct location to greet children and parents and offer assistance to them.

The re-opened branch library will offer one staffed service point on each floor that will combine circulation and information services. All service positions of the new Service Centers must be

highly visible and provide an obvious place for users to seek help. Signage is being designed so that the circulation and information sections of the service desk will be clearly identified. In addition, staff will “rove the floor” to help users at workstations, assist with Express Checkout units and make sure that users are finding what they need.

With their library cards as identification, users will book time on workstations in the branch library. The Library uses time-out management software installed on the library’s online system which can be accessed from your home or the branch at any time.

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
16 months	Include the addition of a new .5 Teen Librarian in 2007-2008 budget.
9 months	Present request for the new position as part of City-wide 2007-2008 budget process.
6 months	Advertise, recruit and hire for the .5 Teen Librarian.
1 month	Staff move in and prepare branch for opening (e.g. receive and oversee installation of furniture and shelving, shelve collection, set up material displays, set up workstations, load all software, set up workroom and back of house areas).
Opening day	Open Richmond Branch Library to public with celebration.

C. Reference/Information Service

Reference/Information services for users of all ages will be provided from each Service Center. The branch manager, the Teen and Children’s librarians and other staff will help connect users with the information they need and request. A collection of print, non-print and online resources will be available to assist them in this effort.

The Main Library offers in-depth reference collections in many subjects; and branch staff can direct user requests for information to the Information Services staff who can direct a user to the most appropriate collection from which to obtain the necessary information. Branch staff can also direct users to subject specialists in the Main Library. An index to subject specialists at the Main Library is maintained on our intranet “StaffNet.”

The Library will provide access to *AskNow*, the statewide online reference service, and Tutor.com for homework assistance.

Training for the public on the use of online and other resources is planned is available at the Main Library and is planned for the branch library.

Implementation Plan

Training is the key to effective information service provision. The Library is committed to providing effective staff training and does so through offering a variety of detailed courses. The Library works closely with the *InfoPeople* training program and offers trainings for San Francisco Public Library staff, as well as serving as the Bay Area site for many training programs. All Library facilities are closed every Friday morning to allow for training opportunities. At the Richmond Branch Library, trained staff will be scheduled to staff the Service Centers, as well as “rove the floor” to assist users and ensure that they receive immediate and expert help. The Library conducts the following regular surveys to assess users’ satisfaction with information services:

- Satisfaction survey conducted in April and late November each year
- In-Library use survey conducted in April and November each year
- Reference satisfaction survey conducted in March and October each year

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
9 months	Select, purchase and catalog print and non-print reference collection.
4 months	Refresh training of staff on conducting reference interviews and searching on all databases. Schedule librarians to spend one day on each floor of the Main Library to become familiar or reacquaint themselves with specialized resources.
1 month	Shelve print/non-print reference sources.

D. Collections

Collections as currently presented at the Richmond Branch Library are not synchronized with community needs as well as they could be if the configuration and physical design within the structure were different. Design flaws prevent flexible collection siting. The community needs more and/or different collection space dedicated to teens, languages (in particular Chinese and Russian), audio visual materials, and new books, for instance. Display and merchandizing of collections is extraordinarily challenged in the present structure. The expanded, restored and renovated building will provide appropriate collection percentages devoted to needs identified by the community. Additionally, the collections will be housed in inviting display and standard library shelving.

The existing collection will be weeded appropriately to balance the collection make-up to identified needs, such as the need for more materials for teens, greatly expanded collections in Russian and Chinese languages, new book display, and devoting 15% of the collection to audio visual/media. Overall the collection will increase about 20%.

Comparison of Collections

Material Format and Age Level	Current	Proposed
▪ Adult Books	40,672	47,600
▪ Teen Books	1,608	4,200
▪ Children's Books	21,817	21,350
<i>Total Books</i>	<i>64,097</i>	<i>73,150</i>
▪ Adult Media	4,916	8,650
▪ Teen Media	212	845
▪ Children's Media	1,618	3,000
<i>Total Media</i>	<i>6,746</i>	<i>12,495</i>
Total	70,843	85,645

Users will more readily find their library service collection needs fulfilled at the re-opened Richmond Branch Library. Browsing will be simple and self-directed, with attractive displays of materials and appropriate signage.

A goal for the branch library will be to create a user-friendly, self-service, welcoming environment. This includes floor plan layout, attention to detail in creating effective and clear lines of sight, appropriate wayfinding signage, four Express Checkout machines (two on each level), and self-service pick-up of reserves. The Service Centers (combining both circulation and information functions) will be centrally located, easily identifiable from the entrances, and will have, clustered adjacent to it, services and self-service opportunities to make the users' experience one of few delays or re-direction.

The combination of the efficiencies gained through a multiple approach to self-service and streamlined building functionality will free staff to help the public in a more sophisticated way, as well as enabling staff to move out into the community to provide more outreach to preschoolers, day care centers, schools, children and youth as identified through the *Community Library Needs Assessment*.

The Richmond Branch Library will offer a collection of books, magazines, newspapers, videos, DVDs, audiobooks on tape and on CD, music compact discs, and other media formats for adults, teens and children. The overall collection will be enhanced by an additional \$25,000 budgeted specifically for purchase of an opening day collection.

The collection will be selected to reflect the diversity in the community. As part of the Library's *Strategic Plan 2003-2006*, a branch community profile will be created, incorporating demographic data and reflective of the unique characteristics of the neighborhood. This profile will be updated annually and will serve as a guideline to developing the branch collection so that it meets the needs of its changing community. The nature of branch library collections as well as the nature of the Main Library collection is articulated in the Library's Collection Development Plan, which is currently undergoing revision and should be completed in 2004.

Reference

The Richmond Branch Library will provide materials in different formats to meet users' informational needs. Types of materials include almanacs, atlases, dictionaries, directories, encyclopedias and biographical materials.

Online databases

The Library will provide access to online databases through its website. Over 70 databases cover a wide range of topics. General magazine indexes such as *EBSCOHost* or *InfoTrac OneFile* have the full text to thousands of popular magazines titles such as *Time*, *Newsweek* and *Business Week* with coverage as current as the last 24 hours. The Library also provides several databases in Chinese and Spanish. Access to these databases and the catalog are available 24 hours per day within the library and remotely.

Nonfiction

The Library will offer a wide variety of materials on different topics, expressing divergent points of view. Materials that represent a broad array of topics related to work, school and personal life will support the General Information service response. Materials that represent topics related to personal growth and development will range from career information to how-to-do-it manuals and will support the Lifelong Learning service response. Materials that represent newly emerging trends and hot issues will support the Current Topics and Titles service response.

Fiction

The Library will have selections of popular fiction and multiple copies of bestsellers. Genre fiction such as mysteries, romance, science fiction and westerns will be included. Classics that are read by the public in general and also requested to support homework assignments will be provided in multiple copies. The Richmond Branch Library needs a broad collection of fiction, but a large and diverse back file of fiction works from the 20th century is available at the Main Library.

Audiovisual

The Richmond Branch Library will offer a well-selected collection of music, movies, instructional and educational materials that will be provided initially in audio cassette, CD, video and DVD. E-books are currently available and will continue to be available as long as the ultimate format is compatible with the Library's online catalog. A strong collection of audiobooks will be offered, as that format is very useful for individuals who are learning English as well as adult learners who are improving their reading skills. Audiovisual materials will be shelved in the Adult Audiovisual Collection, Teen Area, and Children's Audiovisual Media area. It is anticipated the types of formats will change as advances are made in technology.

Language Collections

The Library currently provides materials in non-English languages at the Richmond Branch Library, primarily Chinese and Russian, and will increase its collection of materials in Chinese and Russian. The Library collects materials in over 54 languages. Types of materials will include original works of fiction in Chinese and Russian as well as English works translated into Chinese and Russian. Non-fiction will include material on parenting, health, home improvement, how to do it, small business management, citizenship and learning English. Chinese and Russian audiovisual materials circulate very well and will include videos and DVDs, music on cassette and CD. Community demographics will be monitored to modify buying patterns in languages other than English if necessary.

Magazines and Newspapers

Periodicals will be selected to support the interests of the community and provide current information. Both English and non-English periodicals will be housed in the same area. Back issues will be minimal (approximately one year) as the extensive online databases provide electronic back files. Newspapers will be selected that report neighborhood, ethnic, city, state and national news.

Materials for Users with Disabilities

Users who are visually impaired will be able to use large-print books for adults, teens and children. Videos and DVDs that provide text on the screen and spoken word cassettes and CDs (e.g. audiobooks) will be provided for those with other disabilities. One workstation will be specially configured for users with disabilities and will be equipped with software to enlarge the screen font size as well as background resolution to enhance the screen contrast of the catalog and online databases. The workstation will also have a screen reader/text synthesizer. A CCTV will be provided as well. The Main Library provides extensive services for individuals with disabilities including special collections for the deaf, visually impaired and for those with reading difficulties. Users can connect to all these services through the branch libraries.

Children's Materials

The Richmond Branch Library will include picture books and easy readers in multiple copies to support story time activities, introduction to reading and learning to read activities. A good selection of fiction books in hardback and paperback will include standard works, award winning titles and popular series. The non-fiction collection, which will cover all topics with an emphasis on subjects to support homework assignments such as countries, missions, science fair projects and biographies, will be interfiled with the adult non-fiction.

Audio-visual materials will include music and spoken word audio-cassettes and CDs, educational and family films in video and DVD. Education Discovery Centers (EDCs) are workstations that are specially configured to support reading, writing and math learning activities as well as fun programs for children. They will be available in the children's area.

The architects and Library Administration, in planning the renovation, restoration and expansion of this Carnegie, made every effort to maximize space allocated to children's services and collections.

During the extensive community input process, the community clearly articulated their concern that the branch library provide a Family Restroom within the children's area. The community realized the trade-off that was necessary in other service areas in order to provide the square footage necessary for the Family Restroom. When the next community meeting is held, the Library will check again with the community to see if they remain satisfied with the planning for the provision of collections and services to children and feel that those collections and services are in balance. The Library is prepared to increase the amount of square footage assigned to children's collections and services by deleting the Family Restroom, if that is the direction given to the Library by the community. Following outcome of Cycle 2 review, the Library has worked with the project architects, re-evaluating every square foot of space available, and the use and configuration of those spaces, to accommodate an increase in children's collections. Although the book collection remains stable, the children's audiovisual collection will increase by 100%.

Teen Materials

The Library will focus on a paperback browsing collection of fiction and non-fiction topics of interest to this age group. Materials to support homework assignments will be interfiled with

adult and children's nonfiction for ease of retrieval and use. Music and spoken word audio-cassettes and CDs will be shelved in the main audiovisual collection for the library as well as videos and DVDs. A collection of high interest media will be housed in the Teen Area.

Implementation Plan

Because the Richmond Branch Library has an existing collection, the staff will develop the opening day collection for the expanded branch library to address the unique needs of the community. Additional Chinese and Russian language materials will be purchased, with a significant improvement in the number of teen materials and in all types of audiovisual materials. Because so many resources are available online, the size of the reference print collection will be monitored and evaluated annually to determine if it should remain the same size or shrink; thus freeing up shelf space for other materials or services. To quickly respond to user requests, daily delivery service will be offered to provide books and other materials to fill those requests when items are not immediately available in the Richmond Branch Library collection.

Staff will assist users with all their library needs during all open hours.

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
15 months	Branch staff, working with the Library's Collection Development manager, complete initial order list of titles to be purchased for the opening day collection and establish timeline of activities.
12 months	Technical Services staff begin initiating orders to purchase the opening day collection. Technical services staff ensure cataloging purchased for these materials is accurate. Technical services staff add titles to catalog.
6-12 months	Branch staff and Collection Development manager periodically review initial order list for gaps and adds current titles.
1 month	Collection delivered to expanded branch library, merging the new acquisitions with the items that have been in storage since the building closed. Last minute purchases made. Collection merged and shelved. Daily delivery schedule reorganized to accommodate re-opening.

E. Programming

The Richmond Branch Library will offer ongoing, regularly-scheduled programs targeted to reach several audiences: toddlers and preschoolers and their families, elementary grade students, middle school students, teens, adults and older adults.

Starting with the youngest visitors, lapsit programs that present stories, songs and rhymes for infants, toddlers and accompanying caregivers will be presented weekly in the morning. Pre-schooler storytimes for 3-6 year-olds will also be offered weekly in the mornings. These activities will be held in the Program Room.

Special programs for children will also be presented monthly and in concert with the summer reading program. These system-wide programs, funded by the Friends of the Library, are very popular, and magicians, storytellers, entertainers and musicians are regularly scheduled at all branches. These activities will also be held in the Program Room.

The Library's Teen Advisory Council will develop programs ideas for teen users. Teen summer reading and poetry slams are always popular and will be presented. Through the privately-funded *High School and Beyond* program, SAT workshops will be presented every semester in the Program Room. The *TeenZine* program, which was initiated at the Chinatown Branch Library with private funding, provides youth with an opportunity to create their own web pages about themselves and the Library and will be initiated at the Richmond Branch Library also. The program is targeted to work with Chinese teens who are new immigrants to San Francisco.

Programs of interest to the Richmond neighborhood, including book groups, will be provided. The Exhibits and Programs Department is responsible for all programming and exhibits at the Main Library and at branch libraries. A wide variety of topics are presented at the Main and branch libraries including author readings, political debates and programs and exhibits on current hot topics. The Library recently participated with the American Library Association and Wells Fargo Bank in presenting a series of programs on how to purchase your own home and obtain financing. These programs were very popular and will be repeated regularly. A small inset display case is planned for the lobby that will hold topical or seasonal displays of interest to the neighborhood.

Implementation Plan

Branch library staff will coordinate adult programming with the Library's Exhibits and Programs Department to take advantage of program development that is being done for the Main Library and/or the library system. Branch library staff will coordinate children's programming with the Office of Children and Youth Services that includes staff who are dedicated to developing and facilitating children's programming for the system. Branch library staff will coordinate teen programming with the Office of Children and Youth Services Teen Services Manager as well as the new .5 Teen Librarian being added to the Richmond staff in combination with the regional teen librarian who will be assigned to work with the Richmond Branch Library and other branch libraries in the western part of the city.

Programs will be publicized through *At the Public Library*, the Library's monthly newsletter, on the Library website, in newspaper ads, in flyers distributed at the branch library, local schools and other neighborhood agencies and in various city-wide and neighborhood publications. Programs will be scheduled to allow participation by a wide spectrum of community members, including events in the evening and on the weekend.

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
12 months	Branch manager develops overall program plan in coordination with the Exhibits and Programs Department and the Office of Children and Youth Services.
5-6 months	Children's and Teen Librarians work with branch manager to develop calendar of weekly and monthly reading programs along with other programs for

	children and teens in coordination with the Office of Children and Youth Services.
4 months	Branch staff develop a specific adult program schedule with the Exhibits and Programs Department as well as a specific schedule for teen programs with the Office of Children and Youth Services.
3 months	Branch staff work with the Library's Public Information Officer on media campaign to advertise programs to Richmond community.
1-2 months	Branch staff prepare and organize materials needed to support programming activities.

F. Marketing, Signage and Wayfinding

The collection will be shelved in Dewey order on standard shelving so it is easy for the public and staff to locate materials. Some parts of the collection will be shelved on retail-style display shelving to bring these materials to the public's attention and increase accessibility.

As part of the *San Francisco Public Library Branch Library Improvement Program Interior Design Standards*³, signage standards for all Library branches have been developed and will be incorporated into the signage for the Richmond Branch Library. Some signs will be available in multiple languages, English, Chinese and Russian. Public wayfinding within the Richmond Branch Library will be made as self-evident as possible to allow users to find what they need themselves as often as possible.

Implementation Plan

To call attention to high-demand materials, best sellers will be shelved face out and located in a highly visible location. Audiovisual materials will be located in close proximity as these materials have proven to be high circulating items in the library system. Tabletop displays will be used to market materials on different themes or topics of interest. Shelving end panels will be designed to incorporate slat-wall shelving for mini-displays of books or other materials of interest. Staff will track how often they fill and refresh these displays as part of the evaluation of how well this display technique improves accessibility to the collection.

Several types of signage are required in the branch library. These include signs that are required to meet ADA, health and safety regulations, signs that are permanent library signs such as "Service Center" or "Program Room" and signs that can be changed as needed such as range finders indicating the call numbers for a particular shelf range or announcements of programs. For the latter, a standard holder is being designed so that announcements can be slipped in and out readily.

Carpeting or some other type of resilient floor finish, in the same color palette as the field carpet but in a different pattern, will be installed to direct users to key points in the Richmond Branch Library such as the Express Checkout machines, the Service Centers, and the Program Room.

³ Included as an appendix to the *Library Building Program* for the Richmond Branch Library.

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
24 months	Library Administration and branch manager work with project signage consultant, using Library signage standards, to identify all signage needed for the branch library. Signage requirements are included as part of construction bid package.
2 months	Branch staff, in coordination with the Exhibits and Programs Department, plan displays for opening day.
1 month	Signs installed (in coordination with building contractor). Branch staff, in coordination with Exhibits and Programs Department, prepare displays for opening day.

G. Literacy Services

Project Read, the San Francisco Public Library's adult literacy program, just celebrated its 25th anniversary and is a very successful program. With the re-opening of the Richmond Branch Library, literacy tutors and adult learners will have a location for tutoring. Residents, who are interested in tutoring, will also have the convenience of a nearby location for tutoring which may provide an incentive to participate in the program.

The Richmond Branch Library will offer space to literacy tutoring pairs who wish to work together at the branch library in either of the two Study Rooms, or, if available, the Program Room, or in the open access area. The branch library will also offer a selection of literacy books and other learning materials for the use of the tutoring pairs.

Implementation Plan

Project Read staff, whose office is located in the Main Library, will advertise the literacy program in the Richmond Branch Library and in businesses and schools in the Richmond neighborhood to recruit tutors and learners. *Project Read* staff members often visit branch libraries to interview and assess language skill levels of literacy learners and recruit and train literacy tutors. The tutor training session is offered regularly at the Main Library.

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
3 months	<i>Project Read</i> staff initiate all-encompassing advertising campaign at Richmond schools and businesses to advertise literacy program to neighborhood, to announce the Family Literacy Center partnership and to recruit volunteer tutors and learners.
1-2 months	<i>Project Read</i> staff work with branch staff to advertise and display literacy support materials at Richmond Branch Library.

H. Reading and Study Spaces

The Richmond Branch Library will have a healthy mix of 71 readers' seating of various uses. Comfortable lounge seating will be available for users to sit, read, or converse. Tables appropriately placed within the branch library will allow for places for study, reading newspapers or using a computer. Small children will have a place of their own to sit, play or engage with their parents. Computer workstations, increased from 8 to twenty-one, and grouped in several locations in the building, will allow access to the library's online catalog, databases, the Internet or word processing. With the exception of the historic reading room floor, all areas of the branch library will have an under floor access system, allowing for most seats to already be or to be adjusted to allow for online use. Users will be encouraged to bring in their personal laptops and connect to the Internet.

Implementation Plan

Seating will be available throughout the Richmond Branch Library during all open hours.

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
12 months	Library Administration and branch manager review furniture order to ensure it includes correct number and type of chairs, tables and other furnishings.
10 months	Furniture ordered.
1 month	Furniture delivered and installed.

I. Program Room

The Program Room will be a vibrant, lively space. Under floor access flooring allows for total flexibility within the room. Services in the Program Room include: Story Time; Summer Reading Program activities; class visits; computer training classes for seniors, children and teens as well as the general library user; community organization meetings; citizenship classes; literacy programs and tutoring; and programs targeted to the interests and library service needs of teens.

The Program Room is planned to accommodate up to 50 people. The room will be equipped with adjustable lighting levels and ceiling-hung video projection equipment. It will be wired and cabled to support a variety of audiovisual and telecommunications activities, including cable TV reception, distance learning events, video programming and interactive demonstrations of online or Internet resources. Guidelines for audiovisual equipment are specified in the *San Francisco Public Library Branch Library Improvement Program Audiovisual Guidelines*⁴.

The Program Room will be easily configurable for computer literacy instruction. The San Francisco Public Library plans to create a portable laptop lab in the Richmond Branch Library using the flexibility of the Program Room combined with under floor access flooring to provide a state-of-the-library-art laptop lab. The lab will include twenty laptop computers, a mobile laptop cart, a projector, AV cart and a ceiling mounted projection screen. While not in use, the laptops will be easily stored in the Program Room's storage area.

⁴ Included as an appendix to the *Library Building Program* for the Richmond Branch Library.

A door in the Program Room will provide a connection to the outdoor patio and can serve as an integral part of the use of the programming space, allowing participants to spill out onto the patio as part of planned functions. This provides part of the response to the community for a direct flow and connection from inside the branch library to the park-like environment outside.

A common desire in the neighborhoods of San Francisco is the preservation of neighborhood history. The San Francisco Public Library is committed to preserving the history of the city in the San Francisco History Center, which is located in the Main Library. Many of the neighborhood branches also have collected photographs and information about their specific neighborhood. An extremely popular program that has been successful in several San Francisco neighborhoods is the “Shades” program. This program provides the opportunity for community members to share their personal photographs of the neighborhood in order to document the life of the community as well as the life of its residents. The Library’s “Shades” programs, previously held in the Mission, Western Addition and Ocean View neighborhoods, were generously supported by grants from the California State Library and the Friends of the San Francisco Public Library. The Friends have again committed as part of their ongoing Library program support to sponsor “Shades” programs as a celebratory activity for the opening of the new or renovated branch libraries. The photographs will be collected during a “Photo Day” which will occur before the branch library is ready to open; and a free-standing exhibit will be prepared of the opening day of the branch library. Copies of all photographs will be retained at the branch library, in the Main Library’s San Francisco History Center, and on the Library’s website.

Implementation Plan

The Program Room will be available for use all of the hours the branch library is open, when it isn’t being used for library or library-sponsored programs.

Branch library staff will provide programming activities such as pre-school and lap-sit story times, monthly programs for school-age children, summer reading programs, teen programs, book groups and programs of interest.

A courtyard is adjacent to the branch library and is available from inside the building. This area will be used for overflow attendance at activities in the Program Room.

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
12 months	Library Administration and branch manager review furniture order to ensure it includes correct number and type of chairs, tables and equipment. Planning for the “Shades” program begins.
10 months	Furniture and equipment ordered.
4-6 months	Procedures for reserving and using Program Room are developed based on Library Meeting Room Policy. Branch staff reserve room for library events for first 3-6 months of operation. Staff inform community groups of availability for use when branch is open. Photo Day is held at a location in the neighborhood.
1 month	Furniture and equipment delivered and installed.
Opening	Branch staff book meeting room for community group activities for first three months after opening. “Shades” exhibit is on display.

J. Diversity and Library Services Offered

The Library is committed to improving programs and services for residents for whom English is not their native language.

As part of an overall system-wide outreach strategy developed by staff and administration, staff at each library facility is able to implement targeted programs and services to respond to the needs of residents in their neighborhood for whom English is not their native language.

As an outcome of implementing the Branch Library Improvement Program, each branch library will have the space to enhance the collections of materials that reflect the library's linguistic goal of at least 10% of book and materials collection budget dedicated to books in languages other than English (*San Francisco Public Library Strategic Plan 2003-2006*). This goal is driven by detailed analysis of demographic make-up of the neighborhood.

Library staff will continue to develop access to Library websites in Spanish and Chinese and are planning access in Russian, Japanese and other language.

The needs assessment process for this branch library included the solicitation of broad-based community input to ensure book and library materials' collections both in English and non-English languages will reflect community needs for current topics and literature in a variety of formats and languages.

1. Reference and Information Services

The Library provides access to information for people who are more comfortable communicating in their native language.

The Ethnic Services Committee is charged with ensuring that the Library is responding appropriately to library users for whom English is not their native language. The Committee is represented by a broad and inclusive composition of staff. This Committee's work is integral to the development and ongoing success of the Library's plan of service to the non-English language speaking community of San Francisco. They assist with program planning; translation services; display and exhibit planning; development of library documents in non-English Languages; maintenance of the Library's Chinese and Spanish Language web pages; and provide direct reference service to library visitors.

2. Collections

The Main Library, as well as each of the 26 branch libraries in the system, collects in over 54 languages and house materials in a variety of formats appropriate for non-native speakers. These include material to learn English as a second language. Books, audio- and video-recordings include the proper use of popular phrases, grammar usage, and situational usage.

Located on the third floor of the San Francisco Main Library, the International Center provides circulating and reference materials in approximately 37 languages. This collection serves the recreational and basic information needs of native speakers of languages other than English. Emphasis is placed on materials published in the original language rather than on translated

works. The Center also provides an extensive learning languages reference and circulating materials in different formats such as books, audio and videotapes, and compact discs.

The Library subscribes to a large number of newspapers and magazines in a variety of languages, many of these are held by the Main Library's International Center.

The Ethnic Services Committee is a library wide staff committee made up of employees representing branch libraries and appropriate Main Library departments. This group assists in many collection development and promotion related activities, including: serving as selectors for their language and/or subject specialty; developing lists for system wide coordinated ordering of material in Spanish, Chinese, Japanese, Pilipino and Russian; tracking vendors and distributors of materials in non-English Languages; off-shelf book buying at local retail stores and at the annual Guadalajara Book Fair; and maintenance of the online list of language collections maintained in branches.

3. *Electronic Resources*

E-books are available in Chinese via the library's on-line catalog.

Express Checkout machines include instruction screens in English, Chinese or Spanish languages.

The Library's Web-based Millennium catalog is now available in three languages, English, Chinese and Spanish. Users can search for books, DVDs, videos and magazines and other materials in their native language.

Chinese users can find a selection of librarian-selected Web sites in Chinese as well as databases on the Chinese version of the Web site. Similarly, Spanish speakers can use the Spanish version of the Web site and find a selection of librarian-selected Web sites in Spanish as well as a database collection in this language. Future plans for the Web site include developing sites in Russian and Japanese.

The Library provides databases in other languages. The newspaper database, *Proquest* and the large collection of *First Search* databases have interfaces in Chinese. The Library also has five databases with Spanish interfaces, and two have content in Spanish, the newspaper database, *EthnicNewswatch* and the general magazine database, *Informe*.

4. *Staff Language Proficiency*

The multilingual staff of the Library is available to assist non-English speaking library users.

The Library maintains a current list of staff that are paid for bilingual skills and of staff volunteers from the Ethnic Services committee. This list is available to staff at all library locations via the Library's StaffNet. The employee's workplace, position and language(s) in which they are proficient are included. Approximately 60 employees receive bilingual pay for their proficiency in one or more non-English languages and 45 staff members are volunteers, willing to assist other staff or library users in a variety of different languages.

Staff at the Main Library and in branch libraries with language proficient staff provide visitor orientations. The International Center conducts hands-on trainings on how to use the Library's

online catalog systems and how to access the Internet. These orientations are given in Spanish, Chinese, and Japanese.

5. *Exhibits and Programs*

The International Center features exhibits and sponsors a range of programs at the library. The Library staff has coordinated and sponsored a variety of programs and authors presentations in combination with local organizations. Currently, the International Center holds a monthly Spanish book club called “Rincón Literario en la Bibliotheca Central. Many other programs for both adults and children are held at the branch libraries.

K. Persons with Disabilities and Library Services Offered

San Francisco Public Library, through its Access Services programs, is committed to meeting the unique needs of individuals who use services and resources in non-traditional ways. Access Services include Assistive Technology, Deaf Services Center, Library for the Blind and Print Disabled, and Resource Collection for Learning Differences. While these Access Services programs are based at the Main Library, resources are available at the branch libraries and through the Library’s web site at sfpl.org. Our Web site is fully ADA compliant. Assistive technology as simple as a magnifying glass or book holder is available at all branches. Computer workstations that enables a person with learning differences to scan a book and hear it read aloud while following highlighted text on a monitor are available on each floor of the Main Library as well as reading machines, Braille embosser and Braille keyboards in the Library for the Blind. Sign language or oral interpreters are provided for any library program when requested. Descriptive videos and large-type books are part of the library’s collection as well as material on all types of disabilities. SFPL also offers services to homebound users with permanent or long-term disabilities. Many branch libraries are wheel-chair accessible, have automatic entrance doors, adjustable tables and varied height service desks.

L. Partnerships with the Community

A beneficial outcome of the extensive process used to develop the *Richmond Branch Library Community Library Needs Assessment* and the design of the Richmond Branch Library has been the excellent connections made by branch staff and Library Administration with the community. Library staff will continue to nurture and develop relationships with community groups, individual residents, schools and local businesses.

Upon opening the new Richmond Branch Library, a goal will be to have in place a full array of partnerships for program support and sponsorship, while maintaining an on-going direct relationship with the grass roots of the community. In particular, the Program Room will be designed and equipped to enable a wide variety of activities and programs to take place at the library. Community organizations will be invited and encouraged to make use of the Program Room. Additionally, it is anticipated that partnerships between the branch library and neighborhood businesses, schools and community organizations will greatly facilitate the development of the library as a focal point for the community.

Friends of the San Francisco Public Library

This non-profit organization that provides a wide variety of support for the San Francisco Public Library is our key partner in the Branch Library Improvement Program. The Friends have embarked on a capital campaign to raise \$16 million for the furniture, fixtures and equipment for

the Richmond Branch Library as well as 23 other library projects. The Friends also provide generous support for ongoing programs and activities. The Friends mounted successful campaigns in the 1980's and 1990's for the bond measure to construct the Main Library, a capital campaign for furnishings for the Main Library, a ballot measure to provide the Library with dedicated operational funding and a bond measure to renovate and/or construct branch libraries.

Planning Alliance for the Richmond (PAR)

PAR, the largest neighborhood organization in San Francisco, was established in 1970. The group has a dues-paying membership of about 1,600 households in the Richmond District. Membership is open to everyone living, working, or owning property in the Richmond District of San Francisco. They are governed by an annually elected, 23-member Board of Directors which meets monthly. PAR's purpose is to develop and implement policies and recommendations for the maintenance and enhancement of the physical and social dimensions of life in the Richmond District, to stimulate formation of neighborhood organizations in the areas of the Richmond District currently unserved, and to support individual associations in pursuing issues relating to planning and the physical and social environment.

PAR has enthusiastically supported and participated in all aspects of the community outreach and planning process for the renovation of the Richmond Branch Library. In addition, they are spearheading the efforts to raise funds for a new play structure on the 10th Avenue side of the branch library.

Richmond District Neighborhood Center

Celebrating 20 years of serving our diverse community, the Richmond District Neighborhood Center (RDNC) is a hub for services in the Richmond District of San Francisco. RDNC directly implements programs for elementary, middle and high school youth; serves as the site for other nonprofit programming; and facilitates fruitful collaboration among agencies, schools, the faith community and other neighborhood organizations.

Richmond Village Beacon

The Richmond Village Beacon is a "one stop shop" for both youth and adult services. Based at George Washington High School and Presidio Middle School, the Beacon serves over 1,000 participants each year. Beacon services include a teen center, tutoring and leadership development as well as computer, citizenship and ESL classes and a wide array of recreational activities. The Richmond Village Beacon is part of a network of eight Beacon Centers in San Francisco that are located at public school sites. These Beacons have, as a guiding principle, that all children, youth, families and communities have strengths and assets that should be valued and developed.

Community Groups and Organizations

Branch library staff will work with other local groups, such as the Greater Geary Merchants Association and the Clement Merchants Association, to publicize events and programs that are scheduled for the branch library. The Program Room will be available for community meetings.

OVERALL PLAN OF SERVICE FOR THE LIBRARY JURISDICTION

The overall plan of service for the Library Jurisdiction is guided by two key documents, the *Branch Facilities Plan* and the *Strategic Plan 2003-2006*.

The San Francisco Public Library system is comprised of the Main Library, 376,000 square feet, and 26 branch libraries, representing 170,000 square feet, for a total library square footage of 546,000. The Library serves a population of 791,600 in a city of 49 square miles. San Francisco is a city of neighborhoods; and the residents love their branch libraries. In 1994, City Proposition E was passed, which created a funding mechanism to support library operations including a dedicated share of property tax, a guaranteed share of the City's General Fund, and the requirement of maintaining the operation of the Main Library and a minimum of 26 branch libraries. Thus, San Franciscans have demanded a public library service strategy of many small, neighborhood branch libraries.

Up-to-date, seismically safe, technologically capable, flexible and welcoming library facilities are a priority for San Francisco. The Main Library opened in 1996, the Chinatown Branch Library was renovated and expanded in 1996, the Mission Branch Library was renovated in 1999, and the new Ocean View Branch Library was opened in 2000. In March 2000, San Francisco voters approved Proposition 14, the California Public Library Construction and Renovation Bond Act, by 74%, the highest approval level of any county in the state. In November 2000, San Francisco voters approved Proposition A, a \$105.9 million bond general obligation measure which created the Branch Library Improvement Program. This program is designed to support the renovation of the remaining 19 branch libraries, the replacement of four leased facilities with newly-constructed City-owned libraries and the construction of the 27th branch in the newly developing Mission Bay neighborhood. This program assumes that a maximum of \$10 million will be received by San Francisco from State Proposition 14 bond funds to make the program whole. When this program is complete, there will be an additional 55,000 square feet dedicated to branch libraries, increasing the current total branch library square footage by 32% of the current space. In January 2002, the Library completed the *San Francisco Public Library Branch Facilities Plan*⁵ which includes assessments and projected modifications for all existing branch libraries, determines siting criteria and design guidelines for new libraries, and provides a functional building program which is a basis for all projects. Accessibility, flexibility and convenience in library services and facilities are the key goals of the Branch Library Improvement Program.

Due to the implementation of the Branch Library Improvement Program and the wide availability of electronic information resources, the San Francisco Public Library is moving to a service strategy where most branch libraries are 6,000 - 8,000 square feet and provide a wide array of resources and services for library users. The Main Library serves both as a branch for its immediate neighborhood and as the in-depth information and research collection for the system. The new and renovated branch libraries will serve as vibrant learning centers of their neighborhoods, and provide collections and services that meet the diverse needs of their communities. The Richmond Branch Library will become one of those community centers, with a program room to support its collaboration with the Richmond Middle School and Richmond Elementary School as well as to support library programs and community after-hours use. The branch libraries nearby the Richmond Branch Library will be improved. Nearby branches are also being renovated and increasing in size:

⁵ Included as an appendix to the *Library Building Program* for the Richmond Branch Library.

- Anza Branch Library will increase from 7,332 to 8,770 sf by 2008.
- Presidio Branch Library at 10,205 sf will be completely renovated by 2009.
- Western Addition Branch Library at 7,308 sf will be completely renovated by 2007.
- Park Branch Library at 8,825 sf will be completely renovated by 2005.
- Sunset Branch Library at 9,434 sf will be completely renovated by 2005.

Currently, the Library is not planning for construction of additional branch libraries because the population of San Francisco is stable and the City is primarily built-out, with limited opportunity for in-fill housing. The Library is building a 7,700 square foot branch for the new Mission Bay neighborhood, with an anticipated build-out population of 30,000 by 2010. The Library is monitoring plans for former military bases that are being programmed for public use in Hunter's Point, the Presidio and Treasure Island.

In October 2003, the San Francisco Public Library Commission approved the *Strategic Plan 2003 – 2006*. The plan takes into consideration the wealth of electronic resources that are available at all library facilities and focuses on making all library services more convenient and user-friendly. There is an emphasis on self-service processes such as self-service pick-up of reserves and self-sorting of materials for returns to make the library world easier for users and to get materials back on the shelves as soon as possible after their return. Another key emphasis of the plan is outreach – getting the word out about the Library as well as connecting the Library with the community. The exploration of new technologies is also critical, with the implementation of wireless access and radio-frequency identification (RFID) for inventory control as key priorities. Of course, the heart of the Library is books and much emphasis is placed on making the collection respond to the needs of the diverse neighborhoods we serve, as well as inviting community involvement in understanding the complex world of collection development and management.

TECHNOLOGY

A. Executive Summary

As the Richmond Branch Library exists today, inadequate electrical and cabling infrastructure does not support the Library's provision of the technology and technology-based services needed and desired by the community. In order to address the strong community demand for more access to technology, the Library must provide more technology access points, as well as training on the use of databases, searching the Internet, and use of the Library's catalog. Lack of flexibility within the existing leased facility prevents the Library from reaching full potential for opportunities to connect and collaborate with the community and community organizations. The new branch library needs to be technologically robust and flexible in order to meet today's needs as well as to be able to respond to future technology developments.

The use of technology for the Richmond Branch Library will maximize library service opportunities, bringing the library into the 21st century. The presence of technology will be ubiquitous and seamless. Technology will be appropriately integrated into library services, and library services integrated into technology. The *San Francisco Public Library Technology Plan, July 2000*⁶, will be used as a guide for new and enhanced technology services for the branch library.

The Richmond Branch Library will include a total of 19 public computers, up from the current five available. These computers will be strategically located in small groupings in areas of the branch library. The computers in the Children's Area will be in an inviting setting with the use of a lively design for the computer table cluster. The other groupings will be near the Teen and Adult Areas.

The infrastructure of the new branch library includes an under-floor access grid for cabling and electrical flexibility. This floor will be present in the Program Room and all areas of the public space. Incorporating this feature will help meet the strong need of the community for more access to technology and computers. Study tables will be wired so that users may bring their personal laptops into the library and connect to the Internet.

The Program Room will be available for multiple uses, due to the maximizing of technology in the infrastructure, combined with programs and classes that the Library will either present or sponsor. In addition to the nineteen computers in the branch library, the Program Room will include twelve laptop computers that will enable the library to meet the needs for computer training, homework assistance, literacy activities, ESL classes, and programs for children and teens.

Currently, all 26 branch libraries and the Main Library use an online computer reservation system that allows library users to sign-up from home, office or school for reserved times to use a public computer at the location of their choice. The 19 public computers as well as the laptop computers that will be available in the Richmond Branch Library will include Internet access, access to the Library's online catalog and databases, as well as some computers with word processing software, thus dramatically enhancing access to these services both locally and city-wide. The San Francisco Public Library is committed to complete access for people with disabilities, and

⁶ Included as Appendix F.

there will be one workstation in the branch library designated for use by people with disabilities and configured with a variety of accessible software programs.

San Francisco Public Library migrated from DRA Classic to Innovative Interfaces, Incorporated's *Millennium* in August 2003. *Millennium* provides multiple language capability for the Online Public Access Catalog (OPAC), allowing screen display and searching capabilities in Chinese (and Spanish) as well as English to better serve the library users of the Richmond community. This responds to needs identified by the Richmond community for mirroring the diversity of the residents through the provision of services tailored to their language needs.

The Library is in a continuous mode of evaluating online services, both provided in-house as well as through vendor contracts for various databases. Available in all its facilities, the Library presently has numerous specialized databases, including *Art Full Text*, *ArticleFirst*, *Biography Resource Center*, *EBSCOhost Magazines*, *Education Index*, *Encyclopedia Britannica*, *Ethnic NewsWatch*, *FirstSearch*, *GenderWatch*, *Health & Wellness Resource Center*, *InfoTrac Full Text Newspapers*, and *Reference USA*, among others. *Tutor.com*, an online homework service available in all system libraries, will be very useful in provision of the general homework support. Through participation in the state-wide virtual 24/7 reference project "*AskNow*," users can ask a librarian a reference question from the Library's web site at any time.

Four Express Checkout machines will be available for self-service use by the public, two on each floor. The inclusion of these machines will enable users to quickly and confidentially check out all material formats. The machines will be able to be designated as English or Chinese language instruction screens. Staff efficiencies to be gained from the use of technology and the strategic placement of computers, scanners and desensitizers in design of the work area floor plan and layout will enable staff to quickly, ergonomically, and effectively process returns of materials, user reserves and new books and materials so that materials are made available on the shelves for users in a timely manner.

A book theft detection system will be installed for the first time in the Richmond Branch Library. The ability to appropriately protect the collection has been seriously lacking due to the inability of the building's infrastructure to support the electrical capacity required for a theft detection system.

The Library already provides remote access 24/7 to a significant variety of library services and options. It is anticipated that by the time the Richmond Branch Library opens, additional services will be available online, such as library card registration, paying fines and fees over the Internet, etc. in the Library's ongoing effort to provide remotely and online as many 'traditional' library services as is reasonable and relevant.

As part of the implementation of the *Strategic Plan 2003-2006*, the Library is exploring the use of wireless technology, as well as Radio-Frequency Identification (RFID) systems for materials identification and security. Advances in these technologies will be seriously considered for application in the Richmond Branch Library throughout the life of the project.

B. Overview of Library Resources

With the advent of the Internet and the growth of the Library's online collection on the website, Richmond Branch Library users have access to a much greater amount of information than they did ten years ago.

Although the Library's electronic resources are very important, the print collection continues to be the Library's strength. The Main Library is the system-wide resource for reference, lifelong learning, current events and educational study material. The Main Library collection includes multiple copies of classical and popular literature, over 7000 magazines and newspaper titles (current and backfiles), multiple copies of videos, DVDs, CDs and audiobooks, unique titles in all the Dewey Decimal classifications and many specialized focused collections such as the San Francisco History Center and the Gay and Lesbian Center. The Branch Library collections focus on popular fiction and non-fiction, language collections based on neighborhood demographics, children's reading materials, material supporting the K-12 curriculum and small collections of videos, DVDs and CDs.

The Library's e-book collection includes over 4,000 titles with the largest numbers in the area of business and technology. If users need a simple explanation about how to set up a spreadsheet and all the print books on this subject are checked out, they can check an e-book such as *Excel 2003 for Dummies*. The Library is planning to purchase e-books in Spanish and Chinese as soon as these collections become available.

Library's Online Catalog and Website

The Library's Web-based *Millennium* catalog is now available in three languages, English, Chinese and Spanish. Users can search for books, DVDS, videos and magazines and other materials in their native language. If a popular item isn't on the shelf at the Richmond Branch Library, they can request that another branch library send it to Richmond. The catalog also contains the *Syndetics* database which allows users to view cover art or read a review of a book before checking it out.

Also, the development of the "*My Millennium*" feature on the Library's catalog will allow users to develop their personal interface. This way, they can save their favorite searches and create their own booklists.

Chinese users can find a selection of librarian-selected Web sites in Chinese, as well as databases on the Chinese version of the Web site. Similarly, Spanish speakers can use the Spanish version of the Web site and find a selection of librarian-selected Web sites in Spanish, as well as a database collection in this language. Future plans for the Web site include developing sites in Russian and Japanese. The addition of Russian capabilities is of high importance to the growing number of Russian language residents.

Through a partnership with the *Librarian's Index to the Internet*, users can find a selection of Web sites reviewed by librarians. Small collections of links based on current events such as the war in Iraq are easier to navigate in this index than the thousands of results from a *Google* search.

Through participation in the state-wide 24/7 virtual reference project called "*Ask Now*," users can ask a librarian a reference question from the Library's web site. This means if the Richmond Branch librarians are busy, a user can literally have immediate access to a librarian through the web site.

Electronic Resources

The reference database collection of over 70 titles covers a wide range of topics. General magazine indexes such as *EBSCOHost* or *InfoTrac OneFile* have the full text to thousands of popular magazine titles such as *Time*, *Newsweek* and *Business Week* with coverage as current as the last 24 hours.

Several of the full text databases help users in day-to-day life all for free. For example, *Reference USA* offers users a comprehensive United States phone directory for both residential and business numbers. The *World Almanac* can help with a perpetual calendar, historical facts and a geography lesson. *Books in Print* offers help with titles, subjects and publishers of all kinds of books. With the addition of *Ulrich's*, the *Books in Print* of the magazine world, a user can have the whole range of world publishing.

The *Proquest* newspaper database is a truly international collection with over 500 titles ranging from the *San Francisco Chronicle* and *New York Times* to the *Jerusalem Post* and *Jakarta Post*.

More academic indexes include *JSTOR*, a full text index of scholarly journals dating from the 19th century. Students researching historical topics such as the Civil War can read articles on this topic published shortly after this war ended.

Some other databases of interest for students include the *Encyclopedia Britannica*, the *Oxford English Dictionary* and *Opposing Viewpoints*.

Users looking for the latest research about Alzheimer's disease or other health related issues can use the *Health and Wellness Resource Center* for articles written in lay person language.

Civil Service tests as well as college entrance exams are available through the *Learning Express Library*. Someone applying to be a firefighter with the City of San Francisco can take a practice version of a firefighters' exam through this database.

With the changes to the way users listen to music and literature, the Library also plans to purchase two audio databases which would greatly expand the Richmond Branch Library's collection of CDs and books on tape. These resources are *Classical.com*, a collection of classical music and *Audible.com*, a database of recorded books.

The Library is constantly reviewing databases to determine if they should be offered to our users. Some of these databases include the full text of the *New York Times* going back to the inception of the newspaper in 1851 and the digital *Sanborn* maps. The *Sanborn* fire insurance maps will help San Francisco genealogy and history researchers find valuable information by looking at the footprints of San Francisco homes and business from 1867-1945.

The Library provides databases in other languages, but, although databases may be able to be translated into languages other than English, there is little useful content developed in the native language. The newspaper database, *Proquest* and the large collection of *FirstSearch* databases have interfaces in Chinese. We also have five databases with Spanish interfaces, and two have content in Spanish, the newspaper database, *EthnicNewswatch* and the general magazine database, *Informe*.

The use of the single-search strategy protocol that is supported by the *WebFeat* program allows users to search multiple databases in one subject area. A user researching hospital administration

could search all ten of the business and health databases at once rather than doing ten separate searches. Children can also limit their searches to databases geared toward their age group by using *WebFeat* on the Kids page.

Additionally, the Library produces two unique databases, the *San Francisco Historical Photograph Collection* and the *Community Services Directory*.

The ever growing historical photograph collection includes approximately 34, 000 photos from 1850 onwards of San Francisco neighborhoods.

The *Community Services Directory* contains approximately 1,700 listings of community organizations and the services they provide to people in San Francisco. It is also available with an interface in Spanish. Someone looking for tax, medical or other services for seniors in their local neighborhood could find them by using this database.

All of the resources that users have access to at the Richmond Branch Library can also be accessed at home 24 hours a day, 7 days a week with a library card.

Training

In order to assist users to effectively use all the above resources, San Francisco Public Library has very active public training program staffed by librarians from all subject areas in the Main Library. At least 17 classes a month are offered at many different times and days with a combination of hands-on classes held in a computer lab and a lunch-time brown bag lecture series held in meeting rooms. Classes on how to use the Internet and the Library's catalog are also offered in Cantonese, Mandarin, Russian and Spanish. These classes are free and open to the public. The Program Room as planned for the Richmond Branch Library will create a venue and opportunity to provide this useful training to the Richmond neighborhood.

C. Infrastructure Overview

As preparation for supporting diverse, distributed and complex library applications and processes as well as providing public access to data- and graphic-intensive information resources, the Library began a concerted effort to upgrade its network infrastructure and replace old technology. The Library's 2000 *Technology Plan* describes several projects dependent upon an expanded and upgraded technology platform and projects that prepared the way toward the Library's move in August 2003 to replace the text-based legacy integrated library system (ILS) with a client-server, graphically-based system.

In 1999-2000, the Library launched an initiative to request funds to support technology refreshment. In the first two years the funds were primarily used to replace character-based "dumb" terminals with PC workstations. In the second and subsequent years varying portions of the Technology Refreshment funds have been used to upgrade the Library's network infrastructure and to refresh network equipment. In January 2003, the Library enlisted a Library Network Consultant to conduct an analysis of the Library's telecommunications network and make recommendations in the areas of network capacity, network architecture, and workstation and network security.

As a result of these initiatives, the network analysis and recommendations report and the Library's ongoing response to the changing information technology (IT) environment, many IT changes, upgrades and additions have been implemented over the last three years, such as:

- All dumb terminals have been replaced by PC workstations;
- All branch libraries are connected to the Main Library via T-1 lines for data; high-use Chinatown and Mission Branches each have an additional T-1 line;
- A DS-3 5 MG connection has replaced the Library's T-1 line to the Internet and bandwidth was subsequently increased to 10MG;
- The staff and public traffic on the Library's network are separated via the creation of separate VLANs and VWAN (virtual local/wide area network);
- Network equipment in the Main Library telecom closets has been upgraded;
- Repeaters and hubs (network connections used for branches) are replaced with switches;
- Servers have been added to support new and data intensive library applications data storage and redundancy;
- Servers for individual branches have been purchased;
- Network management software for troubleshooting problems, monitoring network traffic, inventory, remote control, and pushing out software is in place;
- A new firewall and the configuration of separated servers accessed from the Internet in a DMZ have increased network security;
- The Library's network architecture is redesigned: a routing technology to move data packets has replaced the old bridging technology, which was used by the terminal servers that supported the character based terminals;
- A new IP address scheme is in place;
- New EPN telephone systems are being installed in branch libraries and 17 installations are completed to date;
- Scheduling and timeout software enable users to reserve time on the Library's public workstations;
- New vendor is in place for the printing and copying system;
- The Library's e-mail system, which was tied to the old ILS server, has been replaced with Microsoft Exchange; and
- The Main Library now has public access ports for library users to plug in their laptops.

In 2003-2004 plans, the Library will be increasing its data, applications and processing storage capacity with a Storage Area Network (SAN) technology. We are also currently exploring methods to enable wireless Internet access for the public and will be setting up pilot programs in the Main Library and the Richmond Branch Library.

D. Community Needs Assessment

The Richmond Branch Library Community Needs Assessment found that Richmond residents strongly want a branch library that has the space for materials, people, including program rooms and collections, but also has the latest in computer technology. Data collected from focus groups and user surveys clearly showed that Richmond residents want computers in the branch library for access to the Internet and office software, access to the Library's electronic resources and online catalog. The Richmond residents would also like the opportunity to bring in their laptops and "plug them in" at desks or chairs to work on school or work-related matters. The residents also requested that the Program Room include equipment for power point and video presentations

so that computer training, either in-person or via video or web, could be provided as well as a space for community gatherings.

E. Library Plan of Service

General Information

A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

As a result of public input from surveys and focus groups, electronic technology will be an important component of the Richmond Branch Library's overall plan of service. Residents want access to general and reference information about a variety of subjects in book and other formats. The Richmond Branch Library will provide that access through its online catalog and over 70 electronic databases available at all facilities in the library system. Computer workstations, servers, networks, and other technology resources installed at the Richmond Branch Library will enable users of the branch library to access their informational needs.

As the collection of online databases and electronic information grows over time, the San Francisco Public Library's collection development policies will evolve. Print reference collections are in decreasing demand. Materials budget dollars are being shifted to circulating materials, databases, non-print formats and materials in languages other than English. These trends all impact the plan of service for the Richmond Branch Library.

Lifelong Learning

A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities.

The Richmond Branch Library will focus on meeting the reading needs of its users, improving the reading, study and research skills of students through the Homework Center and families through the Family Literacy Center. The workstations, the software, the website and online catalog and databases, the computer presentation equipment, including video output, are all electronic tools that assist library users in furthering their life-long learning opportunities.

Computer training programs are now presented primarily at the Main Library in English. Chinese, Spanish and other languages will be offered at the Richmond Branch Library in the Program Room either by branch library or Main staff or through videoconferencing or web-based broadcasting.

Current Topics and Titles

A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

The Richmond Branch Library will use technology to connect people to bestsellers and popular works so they can quickly find what they need. The workstations, networks, and servers will

allow visitors to access the catalog, the website and other current resources of the Library, from within the branch library, from home, school or from place of business.

Technology will be used to offer new and enhanced services. For example, the San Francisco Public Library, after much review and analysis by website users, has recently revamped its Internet website (www.sfpl.org). It offers access to the online catalog and online databases as well as a wealth of information on Library services and programs.

Technology will be used to make it easier for users to quickly checkout their material, using one of the branch library's four Express Checkout machines. The San Francisco Public Library has developed self-service strategies using electronic technology on a system-wide basis. The Richmond Branch Library will be one of the first branch libraries designed specifically to incorporate this new feature from the outset.

F. Technology Planning in Library Service

The Richmond Branch Library will be planned around the concept of employing technology to its greatest advantage to enhance public services. The branch library will open with nineteen public access computer workstations. These will be allocated in the following manner:

Library Area	Number of Workstations	Type of Workstations
Computers for Adults	12	Sit down
Teens Area	4	Sit down
Computers for Children	5	Sit down
Total	21	
Program Room	12	Laptop/Sit down

Most computers will provide access to the catalog, online databases and the Internet. A few will be dedicated solely for searching the OPAC so there is quick access to the catalog.

Self-service electronic tools, such as PC scheduling and print management will be incorporated in the Richmond Branch Library. There will be two Express Checkout machines in the branch library. Since 2002, users have been able to place their own reserves through the online catalog at no charge; and the volume of reserves has increased tremendously. Currently, the Library notifies individuals by mail or email regarding reserves and overdues. By 2005, the Library will implement automatic telephone notification of reserves and overdues.

G. Local and Wide Area Network Infrastructure

All branch libraries are connected to the Main Library by T-1 circuits supporting data speeds of 1.5 megabits per second. To meet the demand of increasing numbers of workstations and Internet traffic, a DS-3 connection has recently replaced the Library's T-1 circuit to the Internet and bandwidth was subsequently increased to 10 megabits per second. This upgrade has resulted in much faster Internet service at the Main Library and all branch libraries. The public and staff traffic on the Library's network has been separated via the creation of VLAN virtual networks,

and firewalls were installed to protect the Library's network and services from public hacking. The Library's wide area network consists of twenty-eight branch T1 circuits into the Main Library. Two branch libraries, Chinatown and Mission, have dual T1 circuits, one for staff and one for public access. The secondary T1 at the Mission Branch Library is the result of relocating a circuit from the Excelsior Branch Library, which is closed for renovation. The library network uses a star topology, with the Main Library serving as the core of the network. The branch libraries are all directly connected to the network core switch, a Cisco 6509 Gigabit Ethernet Switch, located in the Main Library's Computer Room.

For the current San Francisco Public Library system, there are 37 routers, 28 remote CSU/DSUs, 2 Osicom Unirack II CSU/DSU units with 10 quad line cards, 2 Cisco Pix Firewalls, 31 Cisco Catalyst 3500 series switches, and assorted hubs deployed throughout the SFPL network. The Library uses a combination of Cisco Works and Tivoli to manage the network.

The Library's ILS (Integrated Library System) is run on a Sun Fire V880 Server with six UltraSPARC III 900 MHz processors, 16 GB of primary memory, and six 36GB disk drives in a RAID 0+1 configuration. It is anticipated that this server will accommodate at least three years of growth. In addition, a Sun Fire V120 Server is installed for staff training and testing new software releases.

H. Engineering Strategy for the Richmond Branch Library

The Richmond Branch Library will be constructed with ample electrical and cabling distribution to allow easy installation of additional workstations and easy relocation of equipment and furniture from one area to another as service needs change. Every point of connection within the building will employ concealed wire management strategies that allow easy access above or at the work surface, both to power and to Library and external networks. To ensure flexibility, access flooring will be used in all areas of the branch library where it is feasible.

Staff work areas and service points will be designed to accommodate concentrations of electronic equipment, to support the online system as well as to support future installation of wireless technology as its viability to support public library service increases. Each staff workstation in both the public and back-of-house areas will be equipped with a Category 5 or 6 plenum cabling for both voice and data communications. A greater ratio of data drops to square footage will be installed in than Richmond Branch Library compared to existing facilities to anticipate the future demand from users. A wireless network is planned for public access using personal notebook computers equipped with 802.11b or 802.11g network cards. A wireless network for staff may be installed depending on the knowledge and experience gained from current demonstration projects the Library is undertaking.

I. Network Connections and Internet Services

Internet service is currently supplied by SBC Internet on a citywide contract. The current connection is a 10 megabit-per-second service that is sufficient to support the 1200+ workstations system-wide that are connected to the Internet. As more stations are added and Internet content moves in the direction of real-time interactive audio, video, and 3D applications, more bandwidth can be added incrementally, up to 45 Mbps. Separate ISP connections using DSL or Cable

Modem are being considered for providing wired and wireless access for the public using laptop computers in the branches.

Staff and Public Workstations

Staff work areas and service points will be designed to accommodate concentrations of electronic equipment, to support the online system as well as to support future installation of wireless technology as its viability to support public library service increases.

All workstations will use the current standard for Intel processing technology, operating Windows software (the appropriate release available including office products) and include the necessary peripherals devices to conduct library operations.

Most, if not all, of the public reader seats will be “laptop-ready,” that is, the table or chair at each seat will offer power and data connections to allow users to plug in their portable computing devices wherever they sit, including the ability to connect to the Library’s online system.

Generally, networked printers, with print management software installed, will be provided as follows: two - three in the public area (one for children and two for adults). Printer software will also be installed to facilitate customer ease in paying for copies.

Self-service opportunities will be a major focus of the branch library, including the use of two Express Checkout machines that are expected to facilitate many users in checking out their materials.

J. Implementation Plan for Technology

The Richmond Branch Library will be built according to the following technological guidelines:

Electrical power, cabling and distribution

- Equipped with flexible, universal electrical and telecommunications to support current and future needs;
- Designed for twice the number of computer workstations and peripheral devices available on opening day;
- Horizontal cable runs don’t exceed a maximum of 300 feet;
- Ability to reconfigure placement of electronic equipment throughout the public space to meet changing service needs;
- Access flooring will be used in selected areas of the branch library;
- Electrical and telecommunications closets, conduit and raceways will be sized to house electrical and cabling needs for all building systems, including electrical power, twisted pair and coaxial cable, telecommunications MPOE (Main Point of Entry), security and emergency wiring; and

- Electrical power for the computers and other electronic equipment will be “clean” to ensure a reliable level of power distribution.

Wire management

- Each workstation for the public and staff will have concealed wire management;
- There will be easy access above or at work surface to power and to Library and external networks;
- Data and power interface between the branch library and furniture will be easy to use, difficult to damage and tucked away from traffic;
- Conduit will be sized to Category 6 Ethernet cable, capable of providing up to 1 gigabit-per-second. San Francisco Public Library and the City and County of San Francisco currently use Category 5 wiring and will assess at the time the branch library is designed whether to use Category 5 or 6 wiring;
- Outlets will be color coded for voice, data and other systems; and
- In the Program Room, electrical and data wiring and cabling will support online interactive demonstrations and instruction, distance learning capability, video projection and sound reinforcement, including assistive listening devices.

Wireless communications

- Branch libraries will be designed to utilize wireless technology in the future. Staff will explore deploying wireless devices that provide access to the Library’s electronic resources for use by public and staff; and
- Ceiling/plenum areas will support both power and data cabling to connect wireless base stations.

Data network

- All equipment and cabling purchased for the wired and wireless networks will adhere to the latest technical standards;
- There will be standardized jacks and cabling support systems;
- Wiring will be color-coded, tamper-resistant, numbered and easily accessible by the staff but not the public; and

Materials handling/security system (RFID)

- The Library currently uses a system of barcodes for materials handling and the 3-M magnetic security system for theft detection in some branch libraries. It is the Library’s goal that all new branch libraries, including the Richmond Branch Library, have theft detection systems that are compatible with the materials handling system that the Library is using.

- The Library is undertaking an analysis to determine whether the implementation of a radio-frequency identification (RFID) system for materials handling and security will be feasible. Although it is clear that RFID will allow more efficient handling of materials by users and staff, concern about security of information and best practices in this emerging technology are still developing and need to be assessed for effectiveness. The Library plans to make a determination about the implementation of RFID by 2005 so that plans for RFID or alternate systems can be included in designs for the Richmond Branch Library.

Library staff will provide assistance in the technological arena by providing assistance to all users on all technology equipment, including Express Checkout machines and access to the online catalog, databases and the Internet during all open hours;

Implementation Steps Prior to Opening

Time Frame	Implementation Steps
24 months	Automation staff and City's Department of Telecommunications and Information Systems (DTIS) provide input to architectural team on technology specifications, electrical power, cabling, wire management and network requirements for new branch library.
18 months	Architectural specifications reviewed to ensure technology specifications accurate and include future expansion capability. <i>Branch Library Improvement Program Interior Standards</i> furniture specifications incorporating concealed wired management as well as laptop readiness capability for study tables and lounge chairs reviewed and included in the project FFE package.
10 months	Technology equipment required for branch library is ordered.
6 - 8 months	Training staff from Main Library and other branch libraries assist branch library staff in developing computer classes on topics of interest to the neighborhood. Print management additional licenses ordered from vendor.
3 months	Office applications software ordered.
1 month	Computers installed and configured in Program Room and in the public access area.

Future enhancements for Richmond Branch Library users after its grand opening include:

- The ability to pay fines and fees online;
- The ability to register for library cards online;
- The use of thin client technology;
- The ability to access and use the City's online e-commerce services such as applying for dog licenses, building permits and small business permits and more; and
- The ability to transact "on-line" business from home or by using Library computers.